

# The Social Revolution

## DATE:

Thursday  
24 March 2011  
09:30 - 17:00

## VENUE:

Hesperia  
London Victoria  
Hotel

2 Bridge Place,  
Victoria, London  
SW1V 1QA

Nearest  
Underground:  
Victoria Station

The Social Revolution is upon us. 2010 was the year in which the first few savvy travel companies realised that social media is a profitable customer communication channel. This year it is going mainstream as a viable online marketing and customer service tool.

From the early days of blogging, social media has moved on to embrace user generated content, YouTube videos, tweeting as an interactive customer communication channel and Facebook with over 500 million active users. In addition, the latest mobile apps such as foursquare are now bringing geo-relevance to social media which is bound to impact on tourism.

Social media statistics are simply mind-blowing. For example:

- There are more than 3.5 billion pieces of content shared each week on Facebook
- The average number of tweets per hour is around 1.3 million

- Flickr hosts more than 4 billion images
- Wikipedia currently has in excess of 14 million articles

In 2011 it is going to be vital for all travel and tourism organisations to understand how to capitalise on social media.

With this in mind, TTI has assembled a group of experts who will be able to talk about their experiences.

You will hear about the many aspects of social media: how to use Facebook and Twitter to good commercial effect, how to launch a community, making the most of video, understanding mobile social media and more.

Attend TTI's The Social Revolution conference and hear for yourself how to make the most of this exciting new route to market.

## THE SPEAKERS

**Vikki O'Neill**  
Marketing & Branding Manager  
**Giraffe**

**Matt Rhodes**  
Clients Services Director  
**FreshNetworks**

**Justin Reid**  
Head of Digital and Social Media  
**VisitBritain**

**Adriana Conte**  
Social Media Programme Manager  
**VisitBritain**

**Tim Gunstone**  
Managing Director  
**Eyefortravel**

**Colm Hanratty**  
Editor  
**Hostelworld.com**

**Jeroen Van Velzen**  
CEO  
**The Sound of Data**

**Alan Jaramillo**  
Key Account Manager MICE Sales  
**NH Hoteles**

**Anthony Rawlins**  
Managing Director  
**Digital Visitor**

**Angela Fenocchi**  
PR and New Product Development Manager  
**Warner Leisure Hotels**

## THE SPONSOR

TTI wishes to extend its warm thanks to the following organisations for sponsoring this event:



**09:30 Registration and Coffee****10:00 Welcome from the Chairman & TTI Update**

Peter Dennis, Chairman, TTI

**10:10 Introducing our sponsors**

TTI is delighted that WTM Technology & Online Travel and NH Hotels are sponsoring this conference. NH Hotels is presenting later in the programme, so this introduction will give you information about what WTM will be offering the Technology & Online Travel sector at its 2011 exhibition.

**Jo Marshall**, *Regional Account Manager - Technology & Online Travel, World Travel Market*

**10:20 What's the buzz?**

Hear about the social media strategies of some of the world's most prestigious travel brands; what they are doing and how they are succeeding.

**Tim Gunstone**, *Managing Director, eyefortravel*

**Hands-On Social Media****10:40 It's good to tweet**

Restaurant chain, Giraffe, has been using Twitter extensively to engage with customers. The benefits have been substantial, enhancing customer feedback, addressing customer service issues and letting customers know that they have a voice. Learn from one of the UK's most accomplished tweeters how to capitalise on this new and exciting channel.

**Vikki O'Neill**, *Marketing & Branding Manager, Giraffe*

**11:20 Coffee****11:50 Building and growing your own online community**

Warner Leisure Hotels has taken the decision to build its own online community. The project has commenced but is not yet live. Hear about how the project has been conceived and the practical & strategic issues that need to be tackled.

**Anthony Rawlins**, *Managing Director, Digital Visitor*  
**Angela Fenocchi**, *PR and New Product Development Manager, Warner Leisure Hotels*

**12:25 Making friends**

Hostelworld.com has adopted a strategy that has Facebook as one of its primary sales channels. Listen to hands-on advice about how you can grow a profitable revenue stream from increasing the number of fans you have on Facebook.

**Colm Hanratty**, *Editor, Hostelworld.com*

**13:00 Buffet Lunch****Case Studies****14:00 VisitBritain**

VisitBritain is at the forefront of using social media in a tourism context. Utilising all the social media tools and channels that are available, the organisation aims to engage visitors to Britain in order to enhance their visitor experiences. This case study will describe what has been done and what has been achieved.

**Justin Reid**, *Head of Digital and Social Media, VisitBritain*  
**Adriana Conte**, *Social Media Programme Manager, VisitBritain*

**14:35 NH Hoteles**

As with tourism organisations, hotel chains reach out across the world to their customers. Using social media has become an essential part of NH Hoteles global customer contact strategy. Hear about what is being achieved.

**Alan Jaramillo**, *Key Account Manager MICE Sales, NH Hoteles*

**15:10 Coffee****Multi-Channel****15:40 Capitalising on video**

For some companies, video has been a fantastic success, creating compelling content on YouTube that attracts customers. For others, video has been an expensive failure and, when harnessed by disgruntled customers, can generate significant negative PR. In this session, you will learn about what is really needed to make the most of this exciting aspect of social media.

**Matt Rhodes**, *Clients Services Director, FreshNetworks*

**16:15 Mobile and social media**

Mobile phones have been around for several decades. They have played a significant role in helping people to maintain social contact, even when they were just tools for voice communication. The latest smartphones have become the ultimate personal electronic devices with broadband data-communications, powerful computing capability, built-in GPS and much more. Hear how the mobile is set to supplant the computer as the primary device for social media.

**Jeroen Van Velzen**, *CEO, The Sound of Data*

**16:50 Chairman's Summary**, Peter Dennis, Chairman, TTI**17:00 Close**

Moderator: Paul Richer, Genesys - The Travel Technology Consultancy

(It may be necessary, for reasons beyond our control, to alter the content or timing of the programme.)

**REGISTRATION****Register online at [www.tti.org/conference](http://www.tti.org/conference)**

- TTI members - 2 free delegates per executive member, 1 free delegate per associate/academic member/trade body
- Additional TTI member delegates and Unicorn licence holders £50 + VAT
- AAC/ABTA/Advantage/AITO/ETOA/GTMC/IFITT/OpenTravel/UKinbound members £195 + VAT
- Others £295 + VAT.

**Special room rates have been negotiated at the Hesperia London Victoria for conference delegates** (contact TTI for details)

To contact TTI, email [admin@tti.org](mailto:admin@tti.org) or call 0871 244 0747